T O U R I S M

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

KOOTENAY COUNTRY TOURISM REGION

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

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KOOTENAY COUNTRY TOURISM REGION

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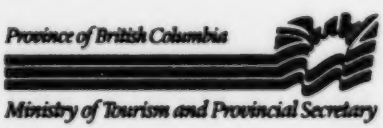

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BRITISH COLUMBIA TOURISM REGIONS
CASSIAR
FORT NELSON
H
Peace River, Alaska Highway
ALASKA
FORT ST. JOHN
DAWSON CREEK
G
North by Northwest
PRINCE RUPERT
PRINCE GEORGE
QUEEN CHARLOTTE CITY
ALBERTA
QUESNEL
F
Cariboo
E
High Country
WILLIAMS LAKE
GOLDEN
100 MILE HOUSE
KAMLOOPS
SALMON ARM
RADIUM HOT SPRINGS
Vancouver Island
A
PORT HARDY
B
South-western B.C.
C
Okan agan-Similk ameen
VERNON
D
Kootenay Country
NELSON
I
Rocky Mountain
CAMPBELL RIVER
PORT ALBERNI
NANAIMO
VANCOUVER
RICHMOND
PENTICTON
CRANBROOK
VICTORIA
U.S.A.
A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

INTRODUCTION

Visitors '87 is a survey of out-of-province visitors to British Columbia conducted during the period of July to October, 1987. It was undertaken to provide a measure of the numbers of people visiting the province during the summer and fall travel period, and to describe the characteristics and profiles of these visitors. It is the first province wide survey of tourists to British Columbia since 1979.

Visitors '87 involved the surveying of travellers arriving in B.C. at major highways, airports and marine terminals. The survey involved "screening" interviews with representatives of 13,743 travel parties entering B.C., or about 1% of total visitor traffic during the survey period. These parties were comprised of 2,940 excursionists (same-day travellers) and 10,803 tourists (one-or-more night travellers) or visitor parties.

Trip diaries were given to 3 out of 4 visitor parties and these travellers were asked to complete the diary on a daily basis and mail it to Survey Headquarters on the completion of their trip. Response rates of 40% were achieved resulting in 3,225 completed diaries representing over 20,000 party-nights spent in British Columbia. One out of four overnighting visitors were asked for their name and phone number, and a detailed follow-up interview was conducted by telephone (for North American visitors) and in airport departure lounges (for overseas visitors). A total of 1,005 of these interviews were completed.

The results of the personal interviews, telephone interviews and diary questionnaires were analysed and the results published in a provincial report entitled Visitors '87. To provide additional details at the regional level, nine separate reports were prepared - one for each tourist region - of which this is one.

HOW TO USE THIS REPORT

This report contains a summary of the most often asked questions about non-resident travel to the region. The tables have been set up to provide a variety of information in a concise, tabular format. In all cases, the formats are similar, with a breakdown of responses into three origin categories, a regional total, and a B.C. total.

The three origin categories of Canada, U.S.A. and International provide a comparison among the residents of these areas, which is intended to guide marketing programs. The regional figures and the B.C. figures allow convenient comparisons between the status of the region and the provincial average.

In all cases percentages have been reported. These percentages are intended to add vertically to 100% (in the case of non-multiple responses). In other words, the distribution of responses in each column can be compared to the percentages in the other columns. For example, the number of nights spent in the region by Canadians can be compared to the number of nights spent by Americans or by residents from offshore countries.

To keep the charts uncongested, the actual counts have not been tabulated. However, the counts (representing the number of parties) can be calculated using the figures provided in this report. The following chart tabulates the number of parties visiting each region from each of the three origin categories. Multiplying the appropriate figure from this chart by any percentage in the same origin category will provide a measure of the actual number of visitor parties.

The reader is cautioned that this chart can be used with all exhibits except those recording accommodation and activities. These are measured in party-nights and the appropriate total counts are tallied as Total Party-Nights (in hundreds).

FACTORS TO CALCULATE
ACTUAL NUMBERS OF TRAVEL PARTIES
FROM PERCENTAGES

(During July-October, 1987)

REGION	CANADA	USA	INT'L	REGION
Vancouver Island	106,000	330,000	48,000	484,000
S.W. B.C.	247,000	407,000	128,000	782,000
Okanagan	116,000	81,000	30,000	227,000
Kootenay Country	37,000	24,000	4,000	65,000
B.C. Rockies	145,000	122,000	23,000	290,000
High Country	111,000	127,000	45,000	283,000
Cariboo	7,000	40,000	10,000	55,000
North by Northwest	16,000	59,000	14,000	89,000
Peace River	9,000	35,000	4,000	48,000
B.C. Total	524,000	855,000	156,000	1,355,000

Visitors '87 has generated a vast amount of information about travel to British Columbia and travel within the region. To assist in the task of analysing the results on a regional basis, a series of the key results have been presented.

The following pages contain: a summary explanation of the regional results; a series of twelve tables describing various features about travel to the region; breakdowns of origins into categories of Canada, U.S.A. and International visitors; a comparison to 1979 results; and a summary of what visitors enjoyed most about the region.

In all the tables, the column percentage is quoted to the nearest whole number. The reader is advised to be cautious in interpreting an undue amount of precision in the numbers as statistical reliability varies for each entry in each table. Regional totals are considered accurate to within 3% to 5%, while individual elements in the exhibits have an error factor in the 5% to 20% range.

The reader is also cautioned to recognize the following points when using the report:

- The units of measurement represent number of parties, unless party-nights are specified;
- The survey was conducted solely of non-B.C. residents, as they entered the province between June 21 and October 31, 1987. This 4+ month period represents approximately 52% of total visitor traffic to B.C.;
- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism;
- Consequently, the survey represents between 25% and 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

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HIGHLIGHTS

NON-RESIDENT TOURISM IN KOOTENAY COUNTRY

In 1987, there were about 159,000 party-nights spent by non B.C. residents in the Kootenay Country tourist region during the period from late June to the end of October. The Kootenay Country region represents approximately 2% of the provincial visitor party-nights total.

The total number of parties visiting Kootenay Country during the four month survey period was 65,000. Canadians make up the largest market share at 56% followed by Americans at 38% and International visitors at 6%. The average length of stay was 2.5 nights.

Two-thirds (67%) of visitors to the Kootenays travelled by private automobile. This was followed by R.V. (33%) and then ferry (20%).

Two-thirds of visitors to the Kootenays cited touring as the main reason for the trip. After touring the next popular activities were visiting friends and relatives (42%) and outdoors trip (35%).

The average party size of visitors to the Kootenays was 2.7, while the most common party composition was two adults travelling together.

The great majority of visitors to the Kootenays have visited B.C. before as 84% indicated this was not their first trip.

Seven out of ten visitors to the Kootenays did not attend Expo 86.

Camping was the preferred accommodation for almost four out of ten (38%) visitors to the Kootenays. This was followed by motel (26%) and staying with friends and relatives (20%).

The most popular activities for visitors to the Kootenays were sightseeing (43%), beach/lakeshore (39%) and passing through (29%).

Visitors to the Kootenays spent an average of $72 per party and $27 per person per day. At $18, the single largest expenditure was auto transportation followed by accommodation at $17 daily.

Total non-resident tourist revenue generated in the Kootenay Country region during the July to October period was $10.2 million. This represents 1% of the total out-of-province visitor expenditure in the province during the summer-fall period.

NUMBER OF NIGHTS SPENT IN THE KOOTENAY COUNTRY

NIGHTS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1	-	3%	-	1%	11%
2	6%	27	-	14	16
3	10	18	-	13	19
4	4	7	-	5	12
5-7	27	19	-	22	19
8-10	21	17	32%	20	10
11-15	32	7	68	25	11
16-20	-	2	-	1	-
20 and over	-	-	-	-	-
Row Percentage	56%	38%	6%	100%	100%

- o The average length of stay for visitors to the Kootenays was 2.5 nights.
- o Canadians comprised 56% of total parties.
- o International visitors tended to spend much longer trips within the region, with two-thirds spending more than 11 nights.

IS B.C. THE MAJOR DESTINATION OF VISITORS TO KOOTENAY COUNTRY?

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	12%	52%	-	27%	38%
Yes	88	48	100%	73	62
Row Percentage	58%	38%	4%	100%	100%

- o B.C. was the major destination for almost three-quarters (73%) of all visitors to the Kootenay region.
- o B.C. was most likely to be the main destination for International visitors (100%) and least likely to be the main destination for Americans (48%).

METHOD OF TRAVEL TO B.C.
OF VISITORS TO KOOTENAY COUNTRY

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	74%	69%	-	68%	48%
Rented Automobile	-	1	-	-	8
R.V.	27	42	-	31	14
Bus	-	-	-	-	3
Plane	8	4	100%	12	30
Train	-	-	-	-	1
Cruise	-	-	-	-	4
Ferry	4	5	-	4	11
Other	-	-	-	-	1
Row Percentage	57%	37%	6%	115%	100%

- The above figures indicate that private automobile was the most commonly used form of transportation for B.C. visitors travelling in the Kootenays (68%). The second most popular form of transportation was R.V.'s at 31%.
- Canadians were the most likely to have arrived in B.C. by private automobile (74%) followed closely by Americans at 69%.
- 100% of International visitors claim to have arrived by airplane.
- The percentage of people visiting the Kootenays who arrived in B.C. by R.V. (31%) was far higher than the provincial average of 14%, whilethe percentage of people arriving by rental car (1%) was far lower than the provincial average of 8%.

METHOD OF TRAVEL IN B.C.
OF VISITORS IN KOOTENAY COUNTRY

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	74%	62%	-	67%	50%
Rented Automobile	6	3	43	7	20
R.V.	25	44	58	33	15
Bus	-	3	-	1	11
Plane	2	-	-	1	3
Train	-	-	-	-	3
Cruise	-	-	-	-	3
Ferry	28	10	-	20	17
Other	3	5	-	4	13
Row Percentage	59%	37%	4%	133%	133%

- The use of private automobiles was the most common method of transportation in B.C. by visitors to the Kootenays cited by two-thirds of travellers (67%).

- Use of R.V.'s was high among all visitors (33%) but is particularly prevalent among International visitors (58%). This latter figure was balanced by the fact that International visitors comprised only 4% of the sample.

- Very few visitors to the Kootenays appeared to be travelling in B.C. by bus, plane, train or cruise ship.

- 28% of Canadian visitors to the Kootenays claimed to have used ferries as a means of transportation in B.C. This would seem to indicate that these travellers had also visited the coast.

MAIN PURPOSE OF TRIP OF VISITORS TO KOOTENAY COUNTRY

MAIN TRIP PURPOSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Business	8%	-	-	5%	10%
Conference	6	5%	-	5	5
Visit Friends/Relatives	57	17	55%	42	38
Touring Trip	54	82	100	67	56
City Trip	1	5	-	2	11
Personal	5	3	-	4	6
Outdoors Trip	31	44	23	35	20
Wilderness/Adventure	3	9	12	6	10
Resort	19	9	12	15	14
Cruise	-	5	-	2	7
Theme Park	5	13	-	7	6
Special Event	3	19	-	9	5
Row Percentage	57%	37%	6%	199%	188%

- Touring was cited as the most common purpose of trip for 67% of all visitors. Touring was particularly important to International visitors (100%) and Americans (82%).

- Visiting friends and relatives and outdoors trip were cited next in order of importance at 42% and 35% respectively.

- Visiting friends and relatives was cited as the most common purpose of trip for Canadians (57%).

- Over half of American visitors (53%) claimed that wilderness/adventure or an outdoors trip was a major reason for their visit.

- Almost one in five Canadians (19%) stated a resort stay was one of the main purposes of their trip.

PARTY COMPOSITION OF VISITORS TO KOOTENAY COUNTRY

PARTY COMPOSITION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1 Adult	4%	10%	12%	7%	14%
2 Adults	67	48	12	56	52
3 Adults	4	7	32	7	5
4 or More Adults	4	8	45	8	10
Adult(s) and 1-2 Ch.	19	21	-	18	15
Adult(s) and 3+ Ch.	2	6	-	3	3
Row Percentage	56%	38%	6%	100%	100%
Average (persons)	2.5	3.0	3.1	2.7	2.64

- o The most common party size of people travelling to the Kootenays was two adults cited by 56% of all visitors.
- o Just over one in five visiting parties (21%) were travelling with children.
- o Close to half of all International visitors (45%) were travelling in groups of four or more adults.

FIRST VISIT TO B.C. BY VISITORS TO KOOTENAY COUNTRY

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	93%	79%	33%	84%	73%
Yes	7	21	67	16	27
Row Percentage	57%	37%	6%	100%	100%

- o Only 16% of all visitors were making their first trip to B.C.
- o Canadians were most likely to have made a previous trip to B.C. (93%), followed by Americans (79%) and then International visitors (33%).

NUMBER OF TRIPS TO B.C. IN THE PAST THREE YEARS BY VISITORS TO KOOTENAY COUNTRY

NO. OF TRIPS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
None	14%	17%	-	14%	19%
1	6	19	-	11	15
2	21	42	100%	30	21
3	14	6	-	11	15
4-5	17	7	-	13	11
6 or more	29	10	-	21	19
Row Percentage	62%	36%	2%	100%	100%
Average (trips)	5.9	2.3	2.0	4.5	3.71

- o Visitors to the Kootenay region had made an average of 4.5 trips to B.C. in the last three years.
- o 100% of International visitors (comprising 2% of the total sample) claimed to have made two trips to B.C. in the last three years.
- o Almost three out of ten Canadians (29%) had made six or more trips to B.C. in the last three years.

VISITED EXPO 86 BY VISITORS TO KOOTENAY COUNTRY

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	61%	78%	100%	69%	68%
Yes	39	22	-	31	32
Row Percentage	61%	33%	6%	100%	100%

- o Seven out of ten visitors to the Kootenays did not visit Expo 86.
- o Canadians were the most likely to have visited Expo (39%), while no International travellers visited Expo.

ACCOMMODATION USED BY VISITORS TO KOOTENAY COUNTRY

ACCOMMODATION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Hotel	-	-	-	-	16%
Motel	27%	21%	22%	26%	24
Campground	33	57	22	38	24
Friends/Relatives	20	22	-	20	26
Resort/Lodge	11	-	56	10	4
Cottage/B & B	9	-	-	6	2
Other	-	-	-	-	4
Row Percentage	72%	25%	3%	100%	100%
Total Party-Nights	778	274	34	1086	57119

- Campgrounds were the most popular type of accommodation in the Kootenays cited by 38% of travellers. This was followed by motels at 26% and the homes of friends and relatives at 20%.
- Campgrounds were used most by Americans (57%) followed by Canadians (33%).
- Over half (56%) of International visitors stayed at a resort or lodge while in the Kootenays.

ACTIVITIES PURSUED BY VISITORS TO KOOTENAY COUNTRY

ACTIVITIES	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Shopping	26%	29%	9%	26%	37%
Tour	8	3	-	7	11
Sightseeing	39	58	41	43	50
Passing Through	19	57	68	29	21
Business	5	-	-	4	8
Outdoor Activities	24	33	9	25	28
Sporting Activities	18	6	9	15	11
Nightlife	2	1	-	1	9
Other Activities	2	10	-	4	4
Beach/Lakeshore	47	19	9	39	27
Museum/Gallery	10	7	-	9	11
Historic Site	10	16	-	11	14
Amusement Park/Fair	2	3	-	3	4
Gardens/Parks	10	17	25	12	25
Friends/Relatives	43	7	26	34	26
Other	2	-	-	2	3
Sporting Event	-	-	-	-	2
Festival	-	3	-	1	3
Cultural Performance	1	7	-	3	3
Other Event	-	-	-	-	1
Row Percentage	75%	21%	4%	100%	298%
Total Party-Nights x (100)	877	250	44	1171	56715

- The most popular activities for visitors to the Kootenays were sightseeing (43%), beach/lakeshore (39%) and visiting friends and relatives (34%).
- Visiting the beach/lakeshore was particularly important to Canadians (47%) as was visiting friends and relatives (43%).
- Participation in many activities in the Kootenay region was lower than the provincial average. These include shopping, nightlife and visiting gardens and parks.

AVERAGE EXPENDITURES OF VISITORS TO KOOTENAY COUNTRY

CATEGORY	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Accommodation	$17.72	$16.37	$20.06	$17.48	$37.28
Auto Transportation	16.90	17.61	33.78	17.92	15.19
Other Transportation	.39	.55	-	.41	6.48
Package/Cruise	-	-	-	-	10.19
Restaurants	14.39	15.11	8.93	14.31	26.75
Groceries	9.03	8.86	25.24	9.79	7.89
Recreation/Entertainment	2.95	2.79	1.62	2.84	5.26
Shopping/Souvenirs	4.45	6.86	6.86	5.20	18.88
Other	5.20	2.14	7.87	4.54	4.87
Total Expenditure per party per day*	$71.03	$70.28	$104.36	$72.48	$131.88
Average Party Size	2.5	3.0	3.13	2.7	2.64
Total Expenditure per party per day*	$28.41	$23.43	$33.66	$26.84	$49.95

- o The average expenditure of visitors to the Kootenay region was $72 per party per day, while the average expenditure per person per day was $27. These figures are significantly lower than the provincial average.
- o International visitors tended to spend the most both per party ($104) and per person ($34).
- o Auto transportation was the single largest expenditure ($18) followed closely by accommodation ($17).
- o Visitors to the Kootenay Country region appear to spend far less on shopping than the provincial average.

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* Totals may not add due to rounding of individual expenditure items and due to analytical techniques based on questionnaire responses recorded to the nearest dollar.

"BEST" ASPECTS OF EACH REGION

RESPONSE	SOUTHWEST B.C.	VANCOUVER ISLAND	OKANAGAN SMILKAMEEN	KOOTENAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO	NORTH BY N.W.	PEACE RIVER-ALASKA	B.C. TOTAL
Scenery	49%	51%	38%	65%	51%	52%	58%	54%	49%	46%
Mountains	9	6	7	6	16	7	-	15	6	9
Lakes	13	15	19	14	14	14	11	5	8	13
Gardens	9	10	3	2	1	9	-	15	6	5
Fruits	5	6	14	7	-	3	-	-	-	4
Parks	5	8	3	6	11	4	-	4	-	4
Clean	1	1	5	-	2	1	-	10	1	3
Weather	21	28	49	38	30	19	4	7	20	24
Family	13	7	25	43	8	10	4	5	14	15
Friendly	21	23	17	9	24	21	20	33	26	20
Recreation	9	10	22	5	21	5	25	2	12	13
Food	9	9	9	7	7	7	11	16	6	9
Accommodation	9	4	6	9	7	9	-	21	8	8
Shopping	2	3	-	1	5	1	-	21	-	3
Campgrounds	4	4	8	-	15	7	15	4	12	9
Wilderness	3	4	-	-	7	6	11	-	6	4
Outdoors	11	12	5	19	26	9	15	16	-	10
Relaxing	9	8	6	6	5	6	10	3	11	6
Gen. Pretty	12	7	7	6	4	5	8	21	9	6
Gen. Touring	4%	2%	9%	-	4%	2%	11%	9%	-	4%

- Mentioned most often as the "best" asepcts of Kootenay Country were the scenery (65%), family oriented (43%), weather (38%) and the outdoors (19%).
- The "best" aspects of British Columbia were generally similar categories, but their overall significance was lower.
- Ranking lower in the opinions of visitors to Kootenay Country than the overall perception of the province were mountains, gardens, friendliness and recreation.

INTEREST IN VISITING REGIONS BY SEASON

REGION	SEASON			
	SPRING	SUMMER	FALL	WINTER
Southwestern B.C.	34%	68%	36%	22%
Vancouver Island	39	67	35	23
Okanagan Smilkameen	24	82	25	19
Kootenay Country	12	85	3	24
B.C. Rockies	28	83	16	24
High Country	30	79	23	16
Cariboo	12	100	50	18
North by N.W.	15	74	35	9
Peace River-Alaska	55	73	39	23
Total	34%	74%	33%	20%

- Kootenay Country was perceived as an appropriate location to visit in the spring by only 12% of summer visitors.
- Over 80% of existing visitors would be interested in visiting in the summer and only 3% in the fall.
- Winter was seen as a season to visit the Island by 24% of summer visitors.

COMPARISON OF VISITORS TO KOOTENAY COUNTRY BETWEEN 1979 AND 1987

ORIGIN	1979		1987	
	KOOTENAY	B.C.	KOOTENAY	B.C.
Alberta	51%	33%	35%	19%
Saskatchewan	9	5	9	3
Manitoba	4	2	6	2
Ontario	6	6	4	7
Quebec	1	1	1	2
Other Canada	1	1	1	1
Total Canada	72	48%	56	34
Washington	10	18	8	14
Oregon	1	5	13	6
California	4	11	4	13
Other West. U.S.	7	6	9	12
Other U.S.	3	7	4	12
Total U.S.	25	47	38	57
Europe	3	4	5	7
Asia	-	1	1	1
Australia/N.Z.	-	1	-	2
Other World	-	-	-	1
Total International	3%	6%	6%	11%

- Significant declines were registered in the proportion of Canadians visiting the Kootenay region, declining 72% in 1979 to 56% in 1987. Decreases from Alberta were the most significant, down to 35% from 51%.

- Americans increased from 25% to 38% with large increases from Oregon and less significant increases from other western states.

- The significance of Europe increased from 3% to 6%.